

WHAT IS CLAIMED IS:

- 5 1. A method for incentive advertising, comprising:
receiving a viewer profile, the viewer profile
including a viewer identification;
selecting advertising content based on the viewer
profile;
10 sending the advertisement content for display to the
viewer; and
recording the viewer identification for awarding an
advertising incentive.

15 2. The method of Claim 1, wherein the advertising incentive
is an entry into a game of chance.

- 20 3. The method of Claim 1, wherein:
the viewer profile further includes advertising
content viewing preferences of the viewer; and
selecting the advertising content is based on the
advertising content viewing preferences of the viewer.

- 25 4. The method of Claim 1, wherein:
the viewer profile further includes a physical
location of the viewer; and
selecting the advertising content is based on the
physical location of the viewer.

- 30 5. The method of Claim 1, wherein:
the viewer profile further includes a language
preference; and
selecting the advertising content is based on the
language preference of the viewer.

6. The method of Claim 1, the method further comprising:
receiving a desired viewer profile from an advertiser;
5 linking the desired viewer profile to a particular
advertising content; and
selecting the particular advertising content to send
to the viewer upon matching the viewer profile to the
desired viewer profile.

10 7. A method for incentive advertising, comprising:
sending a viewer profile, the viewer profile including
a viewer identification;
displaying advertising content, the advertising
15 content selected based on the viewer profile; and
receiving an advertising incentive.

20 8. The method of Claim 7, wherein the advertising incentive
is an entry into a game of chance.

25 9. The method of Claim 7, wherein:
the viewer profile further includes advertising
content viewing preferences of the viewer; and
selecting the advertising content is based on the
advertising content viewing preferences of the viewer.

30 10. The method of Claim 7, wherein:
the viewer profile further includes a physical
location of the viewer; and
selecting the advertising content is based on the
physical location of the viewer.

35 11. The method of Claim 7, wherein:
the viewer profile further includes a language
preference; and

selecting the advertising content is based on the language preference of the viewer.

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12. The method of Claim 7, the method further comprising:
receiving a desired viewer profile from an advertiser;
linking the desired viewer profile to a particular advertising content; and
10 selecting the particular advertising content to send to the viewer upon matching the viewer profile to the desired viewer profile.

13. A method for incentive advertising, comprising:
receiving a desired viewer profile from an advertiser;
linking the desired viewer profile to advertising content;
receiving a viewer profile, the viewer profile including viewer identification, viewer advertising content viewing preferences, viewer language preference, and viewer physical location;
20 selecting advertising content to send to the viewer upon matching the viewer profile to the desired viewer profile;
25 sending the advertisement content for display to the viewer; and
recording the viewer identification for entry into a game of chance.

- 30 14. A data processing system adapted for incentive advertising, comprising:
a processor; and
a memory operably coupled to the processor and having program instructions stored therein, the processor

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being operable to execute the program instructions,
the program instructions including:

5 receiving a viewer profile, the viewer profile
including a viewer identification;
selecting advertising content based on the viewer
profile;
10 sending the advertisement content for display to
the viewer; and
recording the viewer identification for awarding
an advertising incentive.

15 15. The data processing system of Claim 14, wherein the
advertising incentive is an entry into a game of chance.

20 16. The data processing system of Claim 14, wherein:
the viewer profile further includes advertising
content viewing preferences of the viewer; and
selecting the advertising content is based on the
advertising content viewing preferences of the viewer.

25 17. The data processing system of Claim 14, wherein:
the viewer profile further includes a physical
location of the viewer; and
selecting the advertising content is based on the
physical location of the viewer.

30 18. The data processing system of Claim 14, wherein:
the viewer profile further includes a language
preference; and
selecting the advertising content is based on the
language preference of the viewer.

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19. The data processing system of Claim 14, the program instructions further including:

5 receiving a desired viewer profile from an advertiser;
linking the desired viewer profile to a particular
advertising content; and
selecting the particular advertising content to send
to the viewer upon matching the viewer profile to the
10 desired viewer profile.

20. A data processing system adapted for incentive advertising, comprising:

15 a processor; and
a memory operably coupled to the processor and having
program instructions stored therein, the processor
being operable to execute the program instructions,
the program instructions including:
20 receiving a desired viewer profile from an
advertiser;
linking the desired viewer profile to advertising
content;
receiving a viewer profile, the viewer profile
including viewer identification, viewer
25 advertising content viewing preferences, viewer
language preference, and viewer physical
location;
selecting advertising content to send to the
viewer upon matching the viewer profile to the
30 desired viewer profile;
sending the advertisement content for display to
the viewer; and
recording the viewer identification for entry
into a game of chance.

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